

ni-msme News Corner (NNC)

DIAMOND JUBILEE BHAVAN

निम्समे
NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
AN ORGANISATION OF AN OFFICE OF GOVT. OF INDIA

डायमंड जूबली भवन
Diamond Jubilee Bhavan

An in-house monthly magazine published by the National Institute for MSME (ni-msme)

International Workshop



An International workshop on Effective Policies, Programmes and Schemes for Empowering Youth and Women in Establishing and Managing MSMEs was inaugurated at National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad. The programme is sponsored by African-Asian Rural Development Organisation (AARDO). This is a 05 day Workshop from 29 July to 02 August 2024. Participants are Diplomats / Developing Senior Officials from the Ministries of 11 Countries.

His Excellency Dr. Manoj Nardeosingh, Secretary General, AARDO was the Chief Guest, while Dr. Vishnu Vardhan Reddy, IFS, Special Secretary, Govt. of Telangana was the Special Guest. Dr. S. Glory Swarupa, Director General presided over the function.

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Addressing the delegates Dr. Manoj Nardeosingh, highlighted the efforts being made by AARDO for the upliftment of countries of Africa and Asia. He said this workshop is a good platform for the representatives of countries to present and discuss the policies and requirements of their respective countries to empower youth and women and make them capable to set-up and manage MSMEs. This will help to boost the economies of the countries. He also appealed to plan to facilitate all the countries to get opportunities.

Dr. Vishnu V. Reddy highlighted Raising and Accelerating MSME Scheme, Self Help Group Scheme and Govt. ITI courses being conducted by Govt. of Telangana to for empowering Youth and women in establishing and managing MSMEs. Dr. Glory highlighted the need to expand reach of the MSMEs to all the segments of the enterprises for the growth of the Industrial sector as well as to boost economies of under developing countries.

ni-msme has invited eminent speakers for this workshop. Shri Jayesh Ranjan, IAS Special Chief Secretary to Govt. of Telangana; Smt. C. Rama Lakshmi, IFS (Retd.); Shri Rajendra Nimje, IAS (Retd.) DG, CGG; Dr. G. Narendra Kumar, IAS, DG, NIRD; Dr. P. Chandra Shekara, DG, MANAGE; Smt. Suseela Chintala, CGM, NABARD; Ms. Lydia Murimi, Director-BD, ICRISAT; Shri T. C. S. Reddy, CEO & MD, APMAS; Brig. Pogula Ganesham President, Palle Srujana, Dr. Vijay Mahajan Founder, BASIX; Shri A. Praveen Reddy, President, MCRBMS, Dr. Ramanjaneyulu GV, Executive Director, CSA; Smt. Priya Gazdar, Chairperson, FICCI-FLO will be participating in the workshop. The Inaugural programme commenced with welcome speech by Dr. Shreekant Sharma, FM, SEE and concluded with vote of thank by Mr. Muthyala Sarath, Assistant Registrar i/c.



Internship Programme

Ms. P.V.A. Sree Veda from ICAFI Higher Education and Ms. Srinija Lingala, a graduate of St. Mary's College successfully completed their internship program at ni-msme. Guided by Mr. Sarath Muthyala, AFM, SED, both interns participated in the program from 03 June to 26 July 2024. Their internship focused on "A Study on Innovation, Branding, and Marketing for MSMEs." The Director General of ni-msme awarded certificates to both interns in recognition of their successful completion of the program.



MSME-D Act and Udyami Bharat



The Micro, Small and Medium Enterprises (MSMEs) ecosystem is one of the significant contributors to the economic and social development of the country. To ensure continuous growth of MSMEs, Parliament enacted the MSME-D Act, 2006 with an objective of facilitating the promotion, development, enhancing the competitiveness of MSMEs and for matters connected therewith or incidental thereto. The legislation enabled the Government to classify the enterprises into the micro, small and medium category, develop and implement various policies and programmes for the growth of the enterprises. The constitution of National Board also empowered for targeted policy interventions from time to time, and establishment of special for a resolution of delayed payments to Micro and Small Enterprises.

The Central Government carried out key reforms, such as easy and streamlined system of registration under the Act Udyam which is online, free with a composite criteria for defining the manufacturing/services sector based on investment and turnover, and mandatory procurement from the Micro & Small Enterprises, thus, providing an impetus for their sustained development. Technology has changed the business landscape. The opportunities provided by disruptive technologies such as Artificial Intelligence, Machine Learning, Blockchain, Internet of Things (IoT) and Robotics can be leveraged by businesses to gain competitive edge in domestic as well as international markets. These technologies must be utilized by the Government to design solutions for existing and emerging challenges faced by MSMEs. The MSME-D Act, in its present form, is not reflective of the changes enumerated above. Hence requires amendments to align it with other legislations as well as current and emerging economic and technological changes. The MSME-D Act needs amendment to effectively empower the Government to deal with the conventional and evolving challenges through innovative and novel solutions. The Amendment Bill proposes to amend the MSME-D Act on four key pillars:

- Enhancing inclusivity and broadening the scope of the Act;
- Future-proofing the Act;
- Improving coordination under the Act;
- Enhancing the ease of business in the ecosystem.

The Bill proposes to widen the ambit of “suppliers” by bringing the medium enterprises within its purview, thus, allowing them to approach the MSE Facilitation Councils (MSEFCs) for speedy and effective dispute resolution under the Act. The Udyam portal has played a pivotal role in formalization of enterprises, and thus the Amendment Bill proposes to give permanence to the core features of the Udyam Portal in the Act. It further proposes to explicitly empower the Central Government and appropriate authorities to take policy measures that promote entrepreneurship through MSMEs among women and members of the Scheduled Castes & Scheduled Tribes.

The promotion and development of the MSME ecosystem requires close inter-ministerial and centre-state coordination. Thus, the proposed Amendment Bill seeks to bring them under a common umbrella for the purpose of developing programmes, policies, guidelines, directions, advisories, rules, regulations, or instructions for the MSME sector – to ensure a ‘whole-of-government’ approach as well as cross-learning from best practices. To further this objective, the Amendment Bill also aims to alter the composition of the National Board with representation from the Secretaries of the State Governments looking after the MSME Department in the respective State on a rotational basis and empower the Chairperson of the National Board to invite the representation from any Central Ministry or Department to assist the Board in discharging its functions. The Bill seeks to enlarge the functions of the Board to enhance Centre-Centre and Centre-State coordination, formalization of enterprises.

The issue of delayed payment to MSMEs is a constraint to the availability of working capital for these enterprises. The Bill proposes to widen the ambit of the Act by including the “Medium” Enterprises within the scope of the delayed payments resolution framework. To address the problem of delayed payments, and to ensure the timely and speedy redressal of disputes, the Amendment Bill proposes to expand dispute resolution to online and hybrid mode, in addition to the existing physical mode. It also proposes to introduce a compulsory member from the legal background in the composition of the Facilitation Councils to reduce challenges to the arbitral awards passed by the Councils. In addition, the Bill also proposes to take away the discretion from the courts by mandating the release of the principal award amount deposited by the buyer under Section 19 of the Act, if the challenge to the award remains pending for more than six (6) months.

The proposed legal reforms aim to align the MSME-D Act with the transformative changes that occurred in the economic and technological landscape since the enactment of the MSME-D Act in 2006. The Ministry of MSME reaffirms its collective commitment to fostering a robust and sustainable MSME ecosystem.

Dr. S. Glory Swarupa
Director General

Foundation Day of ni-msme

National Institute for Micro, Small and Medium Enterprises (ni-msme) celebrated 62nd Foundation Day on 01 July 2024 in joyful manner.

On this occasion an interaction with ni-msme family was conducted by Dr. S. Glory Swarupa, Director General and Dr. B.V.R. Mohan Reddy, Chief Guest Founder CYIENT Technologies, Hyderabad.



The following important activities were conducted:

- Film on 60 years of Kakinada Experiment supported by State Bank of India (SBI)
- Release of 51.1 issue of SEDME journal
- Launched new ni-msme website domain www.nimsme.gov.in
- Conducted Refresher Training Programme for ni-msme employees and Certificates were awarded to the staff and officials
- Released a Patent Case Study of IPFC Beneficiary
- Cluster Case Studies were Released
 - * Kondapalli Wooden Toys Cluster, Andhra Pradesh
 - * SUS Cotton Garment Cluster, Maharashtra
 - * Pembarthi Metalware Cluster, Telangana
 - * Nitte Jack Fruit Processing Cluster, Karnataka
 - * Pulivendula Banana Processing Cluster, Andhra Pradesh

Dr. S. Glory Swarupa, Director General highlighted the progress and achievements of the institute. Dr. B. V. R. Mohan Reddy extended warm wishes, appreciated the contribution of institute for fostering MSME sector and especially for producing the film on Kakinada Experiment, conducted by Prof. David McClelland. He also shared his experience as an entrepreneur. He said that for any entrepreneur there is a wide scope for innovation.

Dr. S. Glory Swarupa, Director General launched a NGO, founded by young women entrepreneur, Ms. Anusha, working towards conserving honey bees. On this occasion Shri Mallikarjun Reddy, Executive Engineer (Retd.), CPWD, Hyderabad was honored for his contribution. At the end of the programme Mr. Susheel Kumar & team, Helping Society Foundation distributed note-books to workers for use of their children.



Training Program on Viksit Bharat 2047

Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in achieving the vision of "Viksit Bharat 2047." Their contributions span across economic growth, employment generation, innovation, regional development, sustainability, and more. The vision of Viksit Bharat 2047 can be realized through the combined efforts of Government, Industry Stakeholders and MSME Entrepreneurs driving towards sustainable growth, employment, innovation and global competitiveness.



ni-msme has organised one week Training Program on Shaping the Future of MSMEs towards Viksit Bharat 2047 for Indian Economic Service (IES) Cadre Probationary Officers sponsored by Department of Economic Affairs, Ministry of Finance, Govt. of India from 08 to 12 July 2024 at ni-msme campus, Hyderabad. A total of 17 Officer-Trainees of 2024 batch attended the program.

The objective of the training is to comprehend the significance of policies and framework in shaping the future of MSMEs towards Viksit Bharat @ 2047. The training provided a platform for the officer trainees to gain a deeper understanding of the significance of MSMEs in the context of Viksit Bharat and the critical role of policies and framework in shaping their growth trajectory. During the training, the interactive sessions provided a comprehensive knowledge about existing MSME policies, Government initiatives, and global best practices, enabling them to make informed decisions and recommendations for policy formulation and implementation. ni-msme Faculty, Eminent speakers from Central Civil Services, KVIC, NSIC, Telangana Industrial Health Clinic, Senior Management Professionals and International Trade Consultants had handled the sessions during the training.

During the Valediction, Dr. Manoj Nesari, Advisor (Ayurveda), Ministry of AYUSH, GoI addressed the Officer Trainees and elucidated the responsibilities of Indian Economic Service Officers in formulating and implementing policies, providing financial support, and fostering an environment that is conducive to the growth of MSMEs.



Director General, ni-msme congratulated the Officer Trainees for the successful completion of the training program and advised the Officers trainees to design policies that support MSME growth, focusing on areas such as access to finance, technology upgradation, skill development, and market access. Certificates were awarded to the Officer Trainees.



Career Progression In-Service Training for IEDS Officers at Bengaluru



Career progression through In-Service Training is essential for Government Officers as it not only benefits their personal and professional growth but also enhances their ability to effectively serve the public, contributing to the overall development and efficiency of Government services. ni-msme had organised two week Career Progression In-Service Training for IEDS Officers (Batch-2), sponsored by O/o DC-MSME, Ministry of MSME, Govt. of India from 17 to 28 June, 2024 at Bengaluru. A total of 32 IEDS officers from 18 states attended the program. The training program mainly focused on developing the skills to

stay updated with the latest methodologies, technologies and best practices relevant to their field of work. The Program Director was Dr. E. Vijaya, Faculty Member, ni-msme.

The training sessions focused on Industry Best practices, ESG Initiatives, Digital Transformation, Emerging Technologies, Policy Updates, MSME Schemes & Programs, Procurement Portals, Administrative & Financial Matters, e-Office Management and Management skills. ni-msme Faculty and Eminent speakers from IIPHM, IIM, NIC, GeM, Senior Lawyers, experts from Industry had handled the sessions. Participants shared their experiences & learning from the training program and rated the programme very good.



Export – Import Management & Documentation Procedures for MSMEs

ni-msme is organizing two week training programme on “Export – Import Management & Documentation Procedures for MSMEs” sponsored by O/o DC-MSME, Ministry of MSME, Govt. of India from 22 July to 02 August 2024 at ni-msme campus, Hyderabad. A total of 33 DC-MSME Officials from various institutions such as MSME-DFOs, Tool Rooms, Technology Centers and Testing Centers representing 17 states are attending the program. The Program Director is Dr. E. Vijaya, Faculty Member ni-msme.



The two-week training program is intended to help the officers associated with MSMEs to understand the International Trade Regulations & Policies, Export & Import Documentation & Procedures, Customs Clearance & Freight Forwarding, Insurance and Risk Management. This knowledge will enhance the capabilities and provide the necessary information for financial institutions to process payments, issue letters of credit and provide trade financing to handle and promote MSME products internationally. During the inaugural session, Director General, ni-msme, emphasized on the need for understanding Export & Import Documentation procedures for the Officers to support and promote the MSME exports in their respective states. Dr. E. Vijaya, Program Director gave an overview of the programme and the various topics to be covered during the training programme.



ToT on Entrepreneurship Development (ToT-ED)



ni-msme conducted three Training of Trainers on Entrepreneurship Development (ToT-ED) Programs for the Coordinators of Research and Innovation Cell of Ayurveda, Unani, Siddha, Sowa Rigpa (ASUS) Colleges, at ni-msme campus during the month of July 2024. The programmes are sponsored by National Commission for Indian System of Medicine (NCISM). The objective of this program is to provide essential skills and knowledge to effectively promote entrepreneurship among students and faculty in their respective institutions. On behalf of NCISM, Dr. Manoj Nesari, Advisor (Ayurveda) Ministry of AYUSH;

Dr. B. Sreenivas Prasad, President Board of Ayurveda; Dr. Jagannadham President, Board of Unani, Sidha and Sowa Rigpa, NCISM; Dr. Narayan S. Jadav, Member, Board of Ethics & Registration for Indian System of Medicine NCISM; Dr. Siddalingesh M Kudari, Member, BERISM, NCISM have attended during inauguration/valediction of 3 programmes. Dr. S. Glory Swarupa, the Director General of ni-msme graced the inauguration / valediction and motivated the participants towards promotion of MSMEs in AYUSH sector. The program covered a diverse range of topics, emphasizing the unique challenges and opportunities in promoting entrepreneurship in the Indian System of Medicine. A total number of 73 Coordinators were trained in 3 batches from Maharashtra; Karnataka, Uttar Pradesh, Haryana, Madhya Pradesh, Gujarat and Chattisgarh and Uttarakhand states.



Training on Preparation of DPR

The Start-up Village Entrepreneurship Program (SVEP) plays a pivotal role in enhancing women's economic independence and empowerment. Society for Elimination of Rural Poverty (SERP), Andhra Pradesh has assigned task of preparation of Detailed Project Report (DPR) for 5 SVEP Blocks to ni-msme. ni-msme has conducted a comprehensive three-day training program with focus on DPR preparation from 10 to 12 July 2024 inviting Project Officials from SERP Andhra Pradesh, including Additional Directors, District Project Managers (DPMs), Block Project Managers (BPMs), Mentors, and CRP-EPs. During inauguration of the programme, the Director General of ni-msme, Dr. S. Glory Swarupa emphasized the government's initiative, 'LakhpatiDidi,' aimed at developing sustainable models to promote entrepreneurship among women. She also highlighted the crucial role of rural entrepreneurship in



strengthening economic empowerment at the grassroots level. The event was attended by

The three-day training program concluded successfully, receiving positive feedback from CRP-EPs and Mentors who expressed satisfaction in contributing to the promotion of rural entrepreneurship through SVEP. ni-msme emphasized its commitment to preparing effective proposals for the benefit of rural communities. The Director General issued certificates for the successful completion of the participants.

ni-msme Collaborates with MPSRLM and BRLPS

ni-msme has recently on boarded a rural development project in the states of Madhya Pradesh and Bihar. Through discussions with officials from the Madhya Pradesh State Rural Livelihood Mission (MPSRLM) and the Bihar Rural Livelihoods Promotion Society (BRLPS), both parties deliberated on the implementation of the Start-up Village Entrepreneurship Program (SVEP) in respective states. Preliminary work has been completed to ensure progress in the development of rural entrepreneurship in Madhya Pradesh. Mr. K. Surya Prakash Goud, Faculty Member and Mr. Nilendhu Mukherjee, National Resource Person had series of meetings with the officials and field level staff to make necessary arrangements for preparation of DPR for SVEP blocks and trained DPMs, BPMs and CRP-EPs virtually on data collection and documentation.

Mr. K. Surya Prakash Goud, Faculty member and Mr Vivek Kumar, Associate Faculty Member at ni-msme, along with his team, shared an action plan aimed at promoting rural entrepreneurship in Bihar. ni-msme is particularly focused on empowering women to become independent through the SVEP and other rural entrepreneurship initiatives. The program will provide training and support to rural entrepreneurs, with a special emphasis on women, to help them establish and scale their businesses. Key components of the action plan include mentorship, access to credit, market linkages, and the use of digital tools to enhance business operations through the SVEP project. This collaborative approach is designed to provide a comprehensive support system, ensuring the preparation of Detailed Project Reports (DPRs) for the selected blocks and the successful implementation of the SVEP project and rural enterprises in Madhya Pradesh and Bihar.

Training Programme for Industrial Development Officials (IDOs)



ni-msme organized Training Programme for Industrial Development Officials (IDOs) from West Bengal. The programme, sponsored by Directorate of MSME, Govt. of West Bengal, was scheduled from 24 to 28 June 2024. A total of 47 Industrial Development Officials (IDOs) across various districts of West Bengal attended the programme. The objective of the programme was to enhance the knowledge of IDOs regarding their work and MSME Sector.

The training programme was led by the Programme Directors, Ms. V. Swapna, Associate Faculty Member, Mr. V. B. Rajendra Prasad, Associate Faculty Member. Faculty and industry experts interacted with the participants on topics like MSME Policies, IPR, Branding & Marketing, etc. The participants were taken for an exposure visit to T-Works & T-Hub. Participants also took an assessment on the topics discussed during the training. Sharing their opinion about the programme, participants extended their gratitude to ni-msme for the knowledge and experience they gained.



In-Service Refresher Course

ni-msme has organised a two week In-Service Refresher Course for Stenographers sponsored by O/o DC-MSME, Ministry of MSME, Govt. of India from 24 June to 05 July 2024 at ni-msme campus.



A total of 31 Stenographers from 17 states attended the program. The objective of the training is to understand the role of Stenographers in Government Office and to familiarize with latest technological advancements & document management systems relevant to their field. During the inaugural Session, Director General, ni-msme addressed the participants and expressed that In-Service Refresher Course is very important for the

Government officers to update their fundamental skill-sets and knowledge with government rules and regulations in order to enhance productivity.

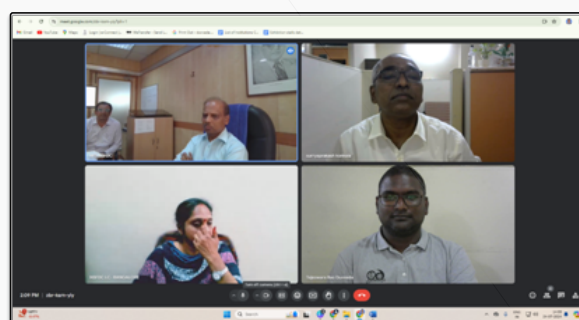
The topic covered include Manual of Office Procedures, Establishment matter, Service Rules and Practical sessions on Stress Management, Time Management & Workplace Etiquettes. ni-msme Faculty, Eminent speakers from various Government Organizations, and International Motivational speakers handled the sessions. Assessment test was conducted to assess the performance of the participants about the learning from the training.

During the valedictory, Director General, ni-msme congratulated the participants for the successful completion of the training and advised the trainees to apply the learnings in their work-place to enhance their role efficiency and improve their core competencies. The participants shared their experiences & learning from the training program. Participation certificates were awarded to the trainees.



Strategic Plan to Support DNT Tribes in Andhra Pradesh

ni-msme recently presented a strategic plan aimed at uplifting DNT (Denotified, Nomadic, and Semi-Nomadic Tribes) communities in Andhra Pradesh. The plan was shared with officials from the Ministry of Social Justice, DNT Board, and NSFDC during a review session. The Nodal Officer, Mr. K. Surya Prakash Goud provided updates and detailed the proposed strategy to the Shri Amit Kumar Ghosh, Additional Secretary, MoSJ and DNT Board CMD. Key aspects of the plan include advocating for a cluster approach and enhancing technology for artisans through implementation of SEED and other Ministry Schemes. This initiative underscores ni-msme's commitment to promoting economic empowerment and sustainable development among marginalized communities in the state.



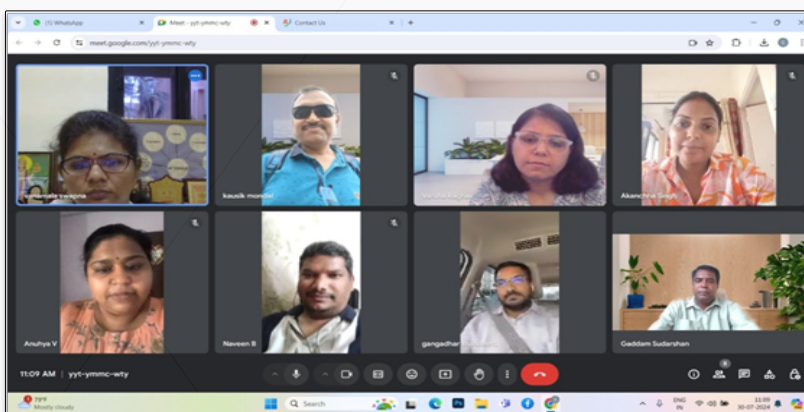
Entrepreneurship and Skill Development Programmes (ESDPs)

ATI cell has initiated ESDPs under ATI scheme for the year 2024-25. A total of 9 batches in Media & Entertainment Skills Council (MESC) and IT & ITeS sectors were started. These include: Graphic Designer: 4 batches; Media Developer: 2 batches; User Experience Designer: 1 batch and Application Developer (Web & Mobile): 2 batches. Each batch consists of 30 participants, and these programs are based on the National Skills Qualifications Framework (NSQF) curriculum. The goal is to equip participants with practical skills and knowledge, paving the way for successful careers in their respective fields.



Online EDP Programme

School of Enterprise Management successfully concluded an online Entrepreneurship Development Program in collaboration with M/s. Shasrith Infotech Pvt. Ltd., which ran from May 27 to June 21, 2024. This initiative aimed to empower prospective and practicing entrepreneurs with the skills and knowledge necessary to launch their own businesses. A total of seven aspiring entrepreneurs from three states participated in the program. On 30 July 2024, a valedictory ceremony was held where certificates were distributed to all attendees.



The participants informed about their new ventures: Mr. Naveen plans to start a business in corrugated boxes; Mr. Versha is preparing to launch a fiber leather business; Mr. Kaushik aims to enter the textile industry; Ms. Akanchha Singh is set to establish an online education platform; Other participants are in the final stages of developing their business ideas. Ms. V. Swapna, Assistant Faculty Member of the SEM Department, congratulated the participants on their successful completion of the program and encouraged them in their future endeavors. Dr. Gaddam Sudarsan, Director, Shasrith Infotech, emphasized their ongoing support through handholding and mentoring services to help set up these enterprises.

Review and Capacity Building for DNT SEED Scheme in Andhra Pradesh

On 28 July 2024, Programme Director Mr. K. Surya Prakash Goud, a faculty member from ni-msme, conducted a review meeting on the progress of the DNT SEED Scheme in Andhra Pradesh. The meeting covered the progress at the grass-roots level across all six districts and involved discussions with various stakeholders. Additionally, virtual training sessions were conducted for uploading SHG data on the DNT board website. Mr. Tejeswara Rao made aware the team on the process of forming SHGs and uploading the data to the website. These training sessions will capacitate the field teams to collect accurate data for SHGs, thereby enhancing the effectiveness of the scheme's implementation.

Online Collaborative Training Program on IP Strategy for Agripreneurs

Intellectual Property Facilitation Center, ni-msme conducted an online collaborative training program on IP Strategy for Agripreneurs from 15 to 18 July 2024. This program is sponsored by MANAGE, Hyderabad. The sessions are conducted from 10:00 AM to 1:00 PM each day by Programme Director Ms. V. Swapna, Incharge of IPFC. The program covered various topics including Intellectual Property Basics, Different Types of IP and their Filing Costs with Time Frames, Strategies for Protection and Avoiding Infringement, Government Schemes on IP Protection and Developing an IP Strategy. The objective of the program is educating the agripreneurs (entrepreneurs in agricultural sector) on IPR so that they protect innovations, ensures competitive advantage, and fosters sustainable business growth.

The participants are officers working with or for startups in state departments related to agriculture, horticulture, animal husbandry, fisheries, sericulture, rural development, marketing, faculty from agricultural universities, Krishi Vigyan Kendras (KVKs), business schools, NGOs, and others involved in academic, research, and extension activities.



Skill Development under SAMARTH Project

Ministry of Textiles, Govt. of India has allotted a Skill Development target of 5868 candidates to ni-msme under SAMARTH Project. ni-msme has established a total number of 57 Skill Development



Training Centres in Uttar Pradesh, Madhya Pradesh, Bihar, Uttarakhand and Jammu & Kashmir for imparting training to youth in Apparel & Handicrafts sectors and initiated trainings in Sewing Machine Operator, Traditional Hand Embroidery, Garment Checker etc. till date, 201 batches were conducted in 52 centres.

A total number of 6841 candidates were mobilised and enrolled. Out of 6841 enrolled, 4647 candidates have completed

their training, and another 210 candidates are undergoing the training. Out 4647 candidates, 4030 were assessed and 4018 were certified.

A total number of 2587 candidates were placed. Out of 4647 trained, 4232 (91%) are women. Regarding social category, 1694 (36%) belongs to general category, 1549 (33%) are OBCs, 1042 (23%) are SCs and 362 (8%) are from ST category.



PMKVY 4.0 Special Project in NER

ni-msme is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in five states across Northeast region, sponsored by the National Skill Development Corporation (NSDC). The project includes training on job roles like Food & Beverage Service Associate, Aquaculture Worker, Mushroom Grower (Entrepreneur), and Bamboo Work Artisan. By the end of June 2024, a total of 2,698 candidates enrolled for the trainings. Assessments have been completed for 7 batches, and 19 batches have completed their programmes.



PMKVY 4.0 Short Term Training

ni-msme is conducting Skill Development Training under PMKVY 4.0 Short Term Training Programme in the campus. By the end of June 2024, a total of 510 candidates had enrolled in the training. The candidates are being trained in trades such as Junior Software Developer, Cloud Application Developer, Beauty Therapist, Self Employed Tailor, and Craft Baker. Assessments have been completed for Craft Baker batches I, II and III.



Inspection by Ministry Hindi Officials

A three member team of Ministry of MSME, Govt. of India comprising Smt. Anupama Parmar, Dy. Director, Ministry of MSME; Smt. Kalpana Singh, Sr. Translation Officer and Smt. Urvashi, Junior Translation Officer visited ni-msme on 15th July 2024 for inspection on implementation of Official Language Hindi. The team observed ni-msme activities as well as official files and records to check actual facts in respect of implementation of Official Language Hindi and guidelines given by the Ministry of MSME from time to time in presence of Dr. Shirish Prabhakar Kulkarni, Hindi Translator of the Institute. The team appreciated the efforts being made by ni-msme for implementation and propagation of Official Language Hindi and also discussed with Dr. Shreekanth Sharma, FM, SEE; Mr. Srinivas Varma, Admin & Accounts Officer and Mr. Bikshapathi, Superintendent (Establishment) and informed shortfalls and suggested measures to meet targets given by the Department of Official Language, Ministry of Home Affairs, Govt. of India and the Ministry of MSME, Govt. of India. The team also suggested to keep all the records up to date for inspection by Parliamentary Committee on Official Language.

Hindi Workshop

One Day Hindi workshop was conducted on 15th July 2024 for officials and employees of ni-msme on the subject Implementation of Official Language Hindi and Annual Programme 2024-25. Smt. Anupama Parmar, Dy. Director, Ministry of MSME; Smt. Kalpana Singh, Sr. Translation Officer and Smt. Urvashi, Junior Translation Officer, Ministry of MSME, Govt. of India conducted various sessions on this occasion. Dr. Shreekant Sharma, FM, SEE; Dr. Shirish Prabhakar Kulkarni, Hindi Translator and all staff attended the workshop.



Faculty Visit to Ayurveda College



On being invited Mr. Vivek Kumar, AFM, ni-msme visited Patna on 26 July 2024 and participated in all activities at Ayurved College, Patna on the occasion of their 98 Foundation Day. Mr. Kumar also had a chance of discussing with Dr. S. N. Sinha, Vice Chancellor, Bihar University of Health Sciences on ni-msme role in conducting various programme on entrepreneurial opportunities in Ayurveda sector. Former Director, National Institute of Ayurveda, Jaipur, Dr. Mahesh Chandra Sharma

was also present on the discussions.

Later Mr. Vivek Kumar delivered a highly interactive session on Entrepreneurial Literacy for Ayurveda Academicians and Medical Practitioner. He also conducted skills hands on session on writing a business plan on Ayurved products.

Bid Farewell

Shri B. Bala Mallesh, Multi Task Attender retired from the services of Institute on 31 July 2024 on attainment of superannuation. Shri B. Bala Mallesh has served the Institute for about 34 years. A formal get-to-gether was held on this farewell.

Dr. S. Glory Swarupa, Director General, ni-msme presented memento on behalf of the institute. Members of Union and Recreation Club members extended best wishes to outgoing employee as a gesture of goodwill.



Visitor's Gallery



Meeting with Ms. Shanthala Veigas, Director, WE-Hub, Hyderabad.

Meeting with Dr. Ananthapadmanabha Achar, CEO, AIC NITTE Incubation Center & Nitte Jackfruit Processing Cluster, Karnataka.



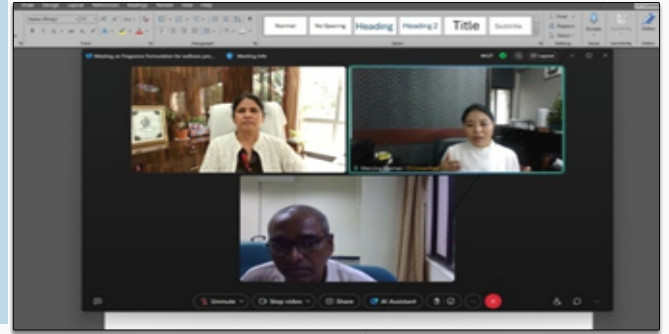
Meeting with Shri Yash Arya, IAMKHADI and GLOBALSPIN, New Delhi.

Online meeting with Shri Vipul Goel, Joint Secretary (ARI), MoMSME, Govt. of India.



Director General Visits

ni-msme had meeting with Ms. Mercina Panmei, IAS, Commissioner, Manipur for skilling of youth and women for livelihoods.



DG, ni-msme was invited as Chief Guest for a session on Stress Management at workplace by CPWD, Hyderabad. She spoke of worshipping of work from her personal experiences since 1990s. All the Engineers of Hyderabad zone along with staff and Brahma kumaris totalling to 250 participants were present. Dr. Shishir Bansal, ADG and Mr. A K khatua, Chief Engineer and many Sr. EEs were present in the meeting. DG eased tension of all the audience by making them spellbound.



DG, was invited as Guest of Honor for National Conference on Environmental Impact Assessment: Resource Management & Policy Making (ERPM-2024) conducted by CSIR-National Environmental Engineering Research Institute (NEERI), Hyderabad.



AYUSH SUCCESS STORY-1

Shrishail Ambalagi, an Ayurveda Graduate student, Entrepreneur started his skin and hair care cosmetic Brand – “OHM Ayurveda” (Om Hava Mallinath Ayurveda). He started this journey in 2023, where his reach was just limited to his neighbours and close friend circle but today the review and the result attained by them had craved his path where it has reached now to more than 5k people.

The journey of OHM Ayurveda began with a keen eye on cosmetic product labels, noticing the plethora of harmful chemicals they contained, which posed risks to both skin and hair health. This concern was further solidified during a lecture when his teacher highlighted the hazardous effects of these chemicals in common shampoos.

It was then that He decided to create and offer genuinely safe and effective cosmetic products to society. OHM Ayurveda mission has always been to make high-quality, chemical-free products accessible and affordable to everyone. Many existing products are priced exorbitantly, making them out of reach for a large section of people. OHM Ayurveda aims to bridge this gap by providing affordable and genuine products that enhance everyday beauty routines. OHM Ayurveda product line includes Tooth Powder, Body Lotion, Face scrub, Hair pack, Kumkumadi Taila and more, all with zero chemical additives.

In June 2023, OHM Ayurveda was officially launched. Since then, he has achieved MSME registration, trademark registration, and recognition on social media platforms such as Facebook, Instagram, and YouTube under the name "Ohmayurvedaofficial."

MSME registration has helped him to make his start-up look much more standard and ethical and also it opened up for several other opportunities and advantages for someone like him who is starting something passionate from the scratch. Thereby he is always grateful for the path craved by MSME. Central to his success story he is always grateful to his mother institute, SDM College of Ayurveda & Hospital in Hassan, and extend special thanks to the college's Entrepreneur Development Cell for their invaluable support and ideas.

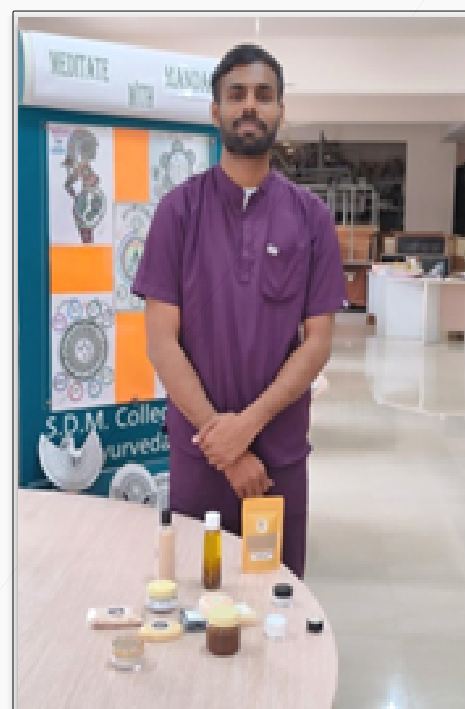
He has his own website www.ohmayurvedaofficial.in for capturing national and international markets. He thanked ni-msme and NCISM for their initiatives, support and guidance in this Journey.

Shrishail Ambalagi can be reached:

Mobile - +91 8618187768

email ID - contact@ohmayurvedaofficial.in

Instagram handle - @Ohmayurvedaofficial.



AYUSH SUCCESS STORY-2

Dr. Parag Vishwas Kulkarni, M.D. (RognidanEvamVikritiVigyan), Associate Professor & Head, EDC Coordinator, Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Kolhapur, Maharashtra, is a visionary in the field of Ayurveda, he has recently achieved a significant milestone in his illustrious career. With a relentless passion for advancing the field of Ayurvedic education and practice, Dr. Kulkarni has successfully completed the Training of Trainers on Entrepreneurship Development (ToT-ED) for ASUS Colleges organized by the National Institute of Micro, Small, and Medium Enterprises (NI-MSME), Hyderabad and sponsored by the National Commission for Indian System of Medicine (NCISM), New Delhi.

Dr. Parag Kulkarni's journey through the Training of Trainers on Entrepreneurship Development (ToT-ED) was both rigorous and enlightening. The program offered a comprehensive curriculum designed to equip educators with the skills and knowledge necessary to foster entrepreneurship in Ayurvedic colleges. Topics ranged from innovative teaching methods to practical strategies for establishing Entrepreneurship Development Cells (EDCs) within academic institutions. The faculty members, who were experts in their respective fields, provided invaluable insights into the dynamics of entrepreneurship. Sessions included interactive workshops, case studies, and hands-on training, all of which left a lasting impression on Dr. Kulkarni.

Upon completing the training, Dr. Kulkarni was profoundly inspired by the wealth of knowledge and practical strategies he had gained. Recognizing the need for a comprehensive guide to entrepreneurship in Ayurveda, he decided to channel his newfound insights into writing a book. His book, titled "Entrepreneurship in Ayurveda: A Guide to EDC," is a culmination of his dedication and the invaluable lessons from the training program. The book is meticulously crafted to serve as a blueprint for developing EDCs in Ayurvedic colleges, fostering a culture of entrepreneurship among students, faculty members, and practicing doctors.

Dr. Parag Kulkarni's book is already being hailed as a vital resource for the Ayurvedic community. It offers practical advice on setting up EDCs, developing entrepreneurial skills, and navigating the complexities of starting and managing Ayurvedic businesses. The book's structured approach, enriched with real-life examples and actionable strategies, aims to empower Ayurvedic colleges to cultivate entrepreneurial mind-sets. By bridging the gap between traditional Ayurvedic education and modern entrepreneurial practices, Dr. Parag Kulkarni's work is set to revolutionize the way Ayurveda is taught and practiced.

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